

**AMENDMENTS TO THE CLAIMS**

**This listing of claims will replace all prior versions and listings of claims in the application:**

**LISTING OF CLAIMS:**

1. (previously presented): A television network content delivery system configured to provide advertising information via a digital broadcast channel of a television network, said television network content delivery system comprising:

a data gateway configured to store the advertising information, the advertising information being adapted by a cable content generator for transmission over the digital broadcast channel of the television network based on content information received from an advertiser over an internet;

an advertising information retriever configured to process a user search received via the digital broadcast channel of the television network, and to retrieve the advertising information from said data gateway based on the user search; and

an advertising information provider configured to transmit, based on the user search, advertising information retrieved by said advertising information retriever via the digital broadcast channel of the television network.

2. (currently amended): The television network content delivery system of claim 1, wherein;

the user search is transmitted by a user via a set-top box or a television to the digital broadcast channel of the television network,

the user search comprises the user designating a category of advertising,

based on the designated category, the advertising information retriever searches advertising information listings stored in the data gateway and selects the advertising listings that match the designated category and other criteria,

said other criteria comprises at least a geographical location of the user, and

the set-top box or the television is connected to the television network via at least one of a cable wire, an antenna receiving a television broadcast frequency, a satellite dish or other wireless connection.

3. (previously presented): The television network content delivery system of claim 1, wherein the advertising information includes at least one of an advertiser listing, a text message, a survey questionnaire, a picture, an audio clip, and a video clip.

4. (previously presented): The television network content delivery system of claim 1, wherein the television network content delivery system is implemented as at least two data processors comprising a cable headend server and a master server.

5. (previously presented): The television network content delivery system of claim 1, wherein the user search is an advertiser search command.

6. (previously presented): The television network content delivery system of claim 5, wherein the advertiser search command includes at least one of an advertising information geographic selection and an advertising information temporal selection, selecting, respectively, advertising information designated by the advertiser for a designated geographical area and advertising information designated by the advertiser for a designated time period.

7. (previously presented): The television network content delivery system of claim 5, wherein the advertiser search command is for a category of advertising, the category of advertising being one of a field of business endeavor of the advertiser, type of organization of the advertiser, and type of product advertised by the advertiser.

8. (previously presented): The television network content delivery system of claim 1, further comprising a delivery status interface configured to generate a report provided to the advertiser about delivery of the advertising information over the digital broadcast channel of the television network, the report indicating the number of times the advertising information was viewed.

9. (previously presented): The television network content delivery system of claim 1, wherein the advertising information retriever is further configured to process another user search including one of a response to a survey questionnaire transmitted to the user as the advertising information and an order for a selected product.

10. (previously presented): An advertising content interface configured to provide advertising information adapted for transmission over a digital broadcast channel of a television network by a television network headend, said advertising content interface comprising:

an interface unit configured to receive content information from an advertiser via an internet;

a cable content generator configured to process the content information received by said advertiser interface and to generate advertising information adapted for transmission over the cable network; and

a data gateway configured to store the advertising information generated by said cable content generator and to respond to an information demand from the cable network by providing the advertising information to the cable network headend for transmission over the cable network.

11. (original): The advertising content interface of claim 10, wherein the data gateway provides the advertising information to the cable network headend for transmission over the

cable network responsive to the information demand, the information demand being a transmission of a user command over the cable network by a user.

12. (original): The advertising content interface of claim 10, wherein the content information includes at least one of a geographic parameter and a temporal parameter, such that the cable network transmits the advertising information corresponding to the content information only within, respectively, a geographical area and a time period.

13. (original): The advertising content interface of claim 10, wherein the advertising information includes at least one of an advertiser listing, a text message, a survey questionnaire, a picture, an audio clip, and a video clip.

14. (original): The advertising content interface of claim 10, further comprising a business mediator, configured to validate an order from the advertiser, the order requesting transmission of the content information to be transmitted.

15. (original): The advertising content interface of claim 10, further comprising a delivery status interface configured to generate a report provided to the advertiser about delivery of the advertising information over the cable network, the report including the number of times the advertising information was viewed.

16. (previously presented): A method of receiving content information and to provide advertising information over a cable network, said method comprising:

receiving content information from an advertiser via an internet;

processing the content information received and generating advertising information adapted for transmission over the cable network;

storing the generated advertising information;

receiving via the digital broadcast channel of the television network an advertising search and retrieving the stored advertising information according to the advertising search; and

providing the retrieved advertising information via the digital broadcast channel of the television network.

17. (original): The method of claim 16, wherein the advertising information includes at least one of an advertiser listing, a text message, a survey questionnaire, a picture, an audio clip, and a video clip.

18. (original): The method of claim 16, wherein the advertising search includes at least one of an advertising information geographic selection and an advertising information temporal selection, selecting, respectively, advertising information designated by the advertiser

for a designated geographical area and advertising information designated by the advertiser for a designated time period.

19. (previously presented): The method of claim 16, further comprising processing a user search including at least one of a response to a survey questionnaire transmitted as the advertising information and an order for a selected item based on the advertising information.

20. (new): The television network content delivery system of claim 1, wherein the user search is provided to the television network via a satellite network.